

We claim:

1. A method for increasing productivity of a business organization and customer satisfaction, comprising:
 - (a) identifying and making an inventory of touchpoints;
 - 5 (b) identifying projects, based upon the inventory of touchpoints;
 - (c) validating and prioritizing projects based on an analysis of customers' critical requirements and overall financial impact on the business organization;
 - (d) rigorously executing the prioritized projects; and
 - (e) measuring increases in productivity and customer satisfaction.
- 10 2. The method of claim 1, further including:

designating an employee to be a core process owner, who is accountable for steps (a) through (c).
3. The method of claim 1, wherein step (a) further comprises:

entering identified touchpoints into a table;

- 15 listing modes of communication used to effect each identified touchpoints.
4. The method of claim 3, wherein step (b) further comprises:

analyzing the inventory of touchpoints and the modes of communications used to effect each touchpoint; and

identifying projects that eliminate touchpoints.
- 20 5. The method of claim 3, wherein step (b) further comprises:

analyzing the inventory of touchpoints and the modes of communications used to effect each touchpoint;

classifying touchpoints as web-enabled and non-web-enabled; and

identifying projects that convert non-web-enabled touchpoints into web-enabled touchpoints.

6. The method of claim 1, wherein step (c) further comprises:
segmenting a customer base according to modes of distribution;
5 for each customer segment, constructing a business model and a set of business goals; and
identifying customer needs that are critical to quality.

7. The method of claim 6, wherein step (c) further comprises:
validating identified projects against the identified customer needs that are critical
10 to quality.

8. The method of claim 6, wherein step (c) further comprises:
developing a list of top level indicators based upon identified customer needs that are critical to quality;
assigning weights to each top level indicator;
15 for each identified project, determining a numerical quantity indicating the relationship strength between the identified project and each top level indicator; and
using the assigned weights and the relationship strengths to calculate a score for each identified project.

9. The method of claim 6, wherein step (c) further comprises:
20 placing each identified project into a high priority matrix to maximize return on effort.

10. The method of claim 6, wherein step (c) further comprises:
ranking the identified projects in order of priority.

11. A method for increasing productivity of a business organization and customer satisfaction, comprising:

- (a) identifying core processes of the business organization;
- (b) designating employees of the business organization to be core process owners, who are accountable for increasing business productivity and customer satisfaction;
- (c) identifying and making an inventory of touchpoints;
- (d) identifying projects, based upon the inventory of touchpoints, to increase business productivity and customer satisfaction by eliminating or redesigning identified touchpoints;
- (e) validating and prioritizing projects based upon an analysis of customers' critical requirements and overall financial impact on the business organization;
- (f) rigorously executing the prioritized projects; and
- (g) measuring increases in productivity and customer satisfaction.

12. The method of claim 11, wherein step (c) further comprises:
entering identified touchpoints into a table;
listing modes of communication used to effect each touchpoint; and
classifying touchpoints as web-enabled and non-web-enabled.

13. The method of claim 12, wherein step (d) further comprises:
identifying project that convert non-web-enabled touchpoints into web-enabled touchpoints.

14. The method of claim 11, wherein step (e) further comprises:

developing a list of top level indicators based upon identified customer needs that are critical to quality;

assigning weights to each top level indicator;

for each identified project, determining a numerical quantity indicating the
5 relationship strength between the identified project and each top level indicator; and
using the assigned weights and the relationship strengths to calculate a score for
each identified project.

15. The method of claim 14, wherein step (e) further comprises:

placing each identified project into a high priority matrix to maximize return on
10 effort.

16. A system for increasing business productivity and customer satisfaction, comprising:

a server computer;

a network of terminals connected to the server, the server computer transmitting
15 web pages to the terminals for providing outputs to, and receiving inputs from, the
terminals;

an electronic database, accessible by the server computer, containing data relating to projects that have been identified by identifying and cataloguing touchpoints, and that have been validated against customer needs that are critical to quality,

20 the data in the database being presented at each terminal in web pages having
varying levels of detail.

17. The system of claim 16, wherein data is presented as a series of drilldown screens, including:

- a core processes screen, listing identified core processes;
 - an individual core process screen, accessible from the core processes screen,
 - listing projects that have been identified for an individual core process; and
 - a project screen, accessible from the individual core process screen, displaying
- 5 data relating to an individual project.